



3/24/98.
*SANDY - PLEASE SEND ATTACHED
ORDER TO MYS GROCERY FOR
80 CENTS WORTH OF DORAL 5PK DEALS*

M. J. GOODMAN
Regional Operations Manager
486 Thomas Jones Way
Exton, PA 19341
610-280-9110
Fax: 610-280-9119

February 11 1998

LANNY.

RJR Account # 423360
SANDY KATZ
MIDDLESEX TOBACCO CO. *442-6218*
450 FLORIDA GROVE RD.
PERTH AMBOY, NJ 08861

March Doral 5 Pack Cartons-CTS Stores #800027

To: SANDY KATZ

Doral Pre-packed promotional product has been ordered (see quantities below), to pack your March automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

Display Detail

UPC #	Brand Style	# Cases
12300-24995	DORAL LIGHT KS - 5 PACK SLEEVE CARTON	2
12300-24996	DORAL LT. 100 - 5 PACK SLEEVE CARTON	2
12300-24997	DORAL FULL FLAV. 100 - 5 PACK SLEEVE CARTON	2
12300-25051	DORAL ULTRALIGHT 100 - 5 PACK SLEEVE CARTON	2
12300-24998	DORAL MENTHOL LT KS - 5 PACK SLEEVE CARTON	1
12300-25054	DORAL LIGHT BOX KS - 5 PACK SLEEVE CARTON	1
12300-25055	DORAL FULL FLAV. BOX 100 - 5 PACK SLEEVE CARTON	1
12300-25050	DORAL MENTHOL LT. 100 - 5 PACK SLEEVE CARTON	1

15
30
5
15
15
80

Doral 5-Pack (1/2 carton) will be presleeved (brand specific). Product will arrive in white cartons (2-5 pack sleeves per carton. Each 6M Case will contain 60-5 pack offers.

#Stores in Program :	3 Retail Stores
Product/Premium Arrival:	March 2, 1998
Ship Date to retail	Week of March 16, 1998
Partners Reporting Designation:	DOR MAR CTS 5PK
Retail Sales Offer per SKU	See attached
Billing per SKU	Based on # cartons for each account
EFT \$ Amount	\$3,705.91

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Page 2

Doral March 5 pack

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you \$9 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$54.00

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative, Lanny Wolfe must sign the form and submit it to our local Operations office for payment.

For additional information or questions please contact your RJR Representative:

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc:

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[illegible]

TRANSMIT CONFIRMATION REPORT

NO.	:	031
RECEIVER	:	732 442 6218
TRANSMITTER	:	R.J.REYNOLDS TOB 12
DATE	:	MAR 24'98 16:28
DURATION	:	01'55
MODE	:	STD
PAGES	:	04
RESULT	:	OK

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